

# APPENDIX: CUMULATIVE SURVEY RESULTS

PROJECT 72162004

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MY NAME IS \_\_\_\_\_ AND I'M WITH RAYMAR RESEARCH. WE ARE NOT A DIRECT MARKETING COMPANY AND THIS IS NOT A SALES CALL. WE'RE CONDUCTING A SURVEY THIS EVENING ON ISSUES THAT AFFECT YOUR COMMUNITY. WOULD IT BE ALL RIGHT IF I TOOK A FEW MINUTES OF YOUR TIME TO ASK YOU A FEW QUESTIONS?

AREA	DISTRICT 1 . . . . .	.13%
	DISTRICT 2 . . . . .	.18%
	DISTRICT 3 . . . . .	.22%
	DISTRICT 4 . . . . .	.26%
	DISTRICT 5 . . . . .	.20%

SEX	MALE . . . . .	.48%
	FEMALE . . . . .	.52%

1. HOW SATISFIED ARE YOU WITH THE QUALITY OF LIFE IN YOUR COMMUNITY? ARE YOU . . . .

VERY SATISFIED . . . . .	.31%
SATISFIED . . . . .	.61%
DISSATISFIED . . . . .	5%
VERY DISSATISFIED . . . . .	1%
NO OPINION . . . . .	1%

2. HOW LONG HAVE YOU LIVED IN BRYAN?

LESS THAN ONE YEAR . . . . .	2%
1 - 3 YEARS . . . . .	.13%
4 - 6 YEARS . . . . .	9%
7 - 10 YEARS . . . . .	8%
OVER 10 YEARS . . . . .	.68%
REFUSE TO ANSWER . . . . .	0%

3. DURING THE TIME YOU HAVE LIVED HERE, DO YOU THINK THAT AS A COMMUNITY IN WHICH TO LIVE, BRYAN HAS IMPROVED, STAYED THE SAME OR GOTTEN WORSE?

IMPROVED . . . . .	.64%
SAME . . . . .	.27%
WORSE . . . . .	8%
NO OPINION . . . . .	1%

4. AND WHAT STATEMENT WOULD BEST DESCRIBE YOU AS A MEMBER OF YOUR COMMUNITY?

VERY ACTIVE IN MY COMMUNITY . . . . .	.15%
I STAY SOMEWHAT INFORMED . . . . .	.47%
I BECAME INVOLVED WHEN ISSUES AFFECT ME . . . . .	.15%
I JUST LIVE HERE . . . . .	.21%
NO OPINION . . . . .	1%

5. IF FRIENDS WERE CONSIDERING MOVING TO YOUR CITY, WHAT ONE POSITIVE ASPECT WOULD YOU TELL THEM?

Good place to live/neighborhood quality (27%), small town atmosphere (14%), friendly people (13%), good schools (10%), low cost of living (10%)

6. WHAT WOULD YOU SAY IS THE MOST CRITICAL ISSUE FACING BRYAN TODAY?  
 Road improvements/traffic congestion (17%), school issues (14%),  
 crime/drugs/gangs (11%), city government issues/council (10%)

7. PLEASE TELL ME HOW OFTEN YOU VOTE IN CITY ELECTIONS?

ALWAYS . . . . .	.39%
OFTEN . . . . .	.32%
SELDOM . . . . .	.17%
NEVER . . . . .	.12%
REFUSED TO ANSWER . .	0%

8. LET'S TALK ABOUT SERVICES THAT THE CITY OFFERS. AS I READ EACH SERVICE, PLEASE RATE THEM EXCELLENT, GOOD, FAIR OR POOR.

	EXCELLENT	GOOD	FAIR	POOR	NO OPIN
A) EMERGENCY MEDICAL SERVICE	42%	38%	4%	1%	15%
B) POLICE	38%	42%	10%	3%	7%
C) STREET MAINTENANCE	9%	34%	32%	25%	0%
D) PLANNING AND ZONING	7%	40%	25%	12%	15%
E) FIRE DEPARTMENT	42%	44%	2%	0%	12%
F) PARKS AND RECREATIONAL SERVICES	29%	51%	12%	3%	5%
G) LIBRARY	32%	48%	10%	0%	10%
H) BUILDING INSPECTION	9%	36%	10%	2%	43%
I) SOLID WASTE/RECYCLING SERVICES	26%	51%	11%	8%	5%
J) WATER/WASTEWATER	19%	58%	13%	3%	6%
K) ELECTRIC	24%	61%	11%	2%	2%

9. HOW WOULD YOU RATE THE WAY THAT THE CITY MAINTAINS THE FOLLOWING ASPECTS OF YOUR NEIGHBORHOOD . . . .

	EXCELLENT	GOOD	FAIR	POOR	NO OPIN
A) REPAIRING AND MAINTAINING STREETS	11%	36%	28%	24%	1%
B) PROPER MAINTENANCE OF MEDIANS	9%	50%	21%	5%	15%
C) PROPER ENFORCEMENT OF CODE VIOLATIONS	8%	38%	19%	14%	21%
D) NEIGHBORHOOD PARKS	21%	55%	13%	4%	7%
E) PROVIDES AN ADEQUATE WATER SUPPLY, I.E. WATER PRESSURE AND AVAILABILITY	33%	59%	4%	2%	2%
F) RESPONDS TO ISSUES CAUSED BY SEWAGE OVERFLOW	15%	39%	6%	5%	35%

10. AND HOW ABOUT THE OVERALL WAY THE CITY IS MAINTAINED?

EXCELLENT . . . . .	.16%
GOOD . . . . .	.59%
FAIR . . . . .	.21%
POOR . . . . .	.3%
NO OPINION . . . . .	0%

11. PEOPLE DEFINE "QUALITY OF LIFE" IN MANY WAYS. WHAT ELEMENT BEST DEFINES "QUALITY OF LIFE" TO YOU?

Safety/security (25%), nice community (16%), family/people (12%)

12. AS I READ THE FOLLOWING STATEMENTS, PLEASE TELL ME HOW IMPORTANT OR UNIMPORTANT EACH IS IN DETERMINING THE QUALITY OF LIFE IN YOUR COMMUNITY.

	VI	I	U	VU	NO
A) PROVIDING A SAFE COMMUNITY	84%	15%	1%	0%	0%
B) PROVIDING ADEQUATE COMMUNITY EVENTS	25%	63%	11%	0%	0%
C) KEEPING CITIZENS INFORMED ABOUT CITY BUSINESS	47%	49%	2%	0%	1%
D) PLANNING FOR FUTURE NEEDS OF RESIDENTS	58%	39%	1%	0%	2%
E) MAINTAINING A QUALIFIED WORKFORCE OF CITY EMPLOYEES	52%	46%	1%	1%	1%
F) PROVIDING AN ADEQUATE FORUM FOR PUBLIC INPUT	43%	52%	2%	0%	2%
G) PROVIDING PUBLIC TRANSPORTATION	35%	50%	12%	1%	3%
H) WORKING WITH THE SCHOOL DISTRICT	58%	39%	1%	0%	2%
I) ENFORCING NEIGHBORHOOD BEAUTIFICATION EFFORTS	35%	56%	8%	0%	0%
J) ENCOURAGING CULTURAL DIVERSITY AMONG RESIDENTS	36%	49%	11%	1%	2%

13. I'M GOING TO READ THE SAME STATEMENTS. THIS TIME, PLEASE TELL ME HOW SATISFIED OR DISSATISFIED YOU ARE WITH THE WORK THE CITY OF BRYAN HAS DONE IN THE FOLLOWING AREAS?

	VS	S	D	VD	NO
A) PROVIDING A SAFE COMMUNITY	27%	65%	5%	2%	1%
B) PROVIDING CITY FACILITIES FOR COMMUNITY EVENTS	18%	70%	5%	1%	5%
C) KEEPING CITIZENS INFORMED ABOUT CITY BUSINESS	10%	66%	17%	2%	4%
D) PLANNING FOR FUTURE NEEDS OF RESIDENTS	11%	65%	15%	1%	8%
E) MAINTAINING A QUALIFIED WORKFORCE OF CITY EMPLOYEES	11%	74%	7%	0%	8%
F) PROVIDING AN ADEQUATE FORUM FOR PUBLIC INPUT	9%	67%	13%	1%	9%
G) WORKING WITH THE SCHOOL DISTRICT	12%	66%	9%	2%	11%
H) ENFORCING NEIGHBORHOOD BEAUTIFICATION EFFORTS	11%	64%	16%	2%	6%

14. PLEASE TELL ME HOW STRONGLY YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS. IN BRYAN, . . . .

	SA	A	D	SD	NO
A) TRASH AND GARBAGE IS COLLECTED AND APPROPRIATELY DISPOSED OF IN A TIMELY MANNER	40%	55%	4%	0%	1%
B) THE CITY PROVIDES APPROPRIATE RECYCLING	16%	54%	19%	4%	7%
C) CITIZENS IN BRYAN RECYCLE APPROPRIATELY	5%	39%	36%	5%	14%
D) CITIZENS PARTICIPATE IN PLANNING AND DECISION-MAKING	3%	55%	27%	2%	13%
E) NEIGHBORHOOD ENTRANCES ARE SYMBOLIC OF THE CHARACTER OF THE CITY OR NEIGHBORHOOD	6%	63%	21%	1%	9%
F) NEIGHBORHOOD ENTRANCES ARE EASILY ASSESSIBLE AND IDENTIFIABLE	5%	70%	19%	1%	6%
G) PEOPLE TAKE RESPONSIBILITY FOR THE APPEARANCE OF THE CITY	4%	61%	29%	3%	3%

15. HOW STRONGLY DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT: "IN THE CITY OF BRYAN, PEOPLE VALUE CULTURAL DIVERSITY."

STRONGLY AGREE . . . . . 9%  
 AGREE . . . . . 59%  
 DISAGREE . . . . . 22%

16. HAVE YOU HAD CONTACT WITH A CITY EMPLOYEE DURING THE PAST YEAR?  
 (IF NO OR DON'T REMEMBER, SKIP TO #18)

STRONGLY DISAGREE . . .	2%
NO OPINION . . . . .	7%
YES . . . . .	47%
NO . . . . .	47%
DON'T REMEMBER . . . .	6%

17. PLEASE TELL ME OVERALL, HOW SATISFIED OR DISSATISFIED YOU WERE WITH THE FOLLOWING CUSTOMER SERVICE ACTIVITIES . . . .

	VS	S	D	VD	NO
A) THE COURTESY OF THE PERSON ANSWERING THE TELEPHONE	40%	55%	3%	1%	2%
B) DIRECTED TO THE CORRECT DEPARTMENT FOR MY CONCERN	27%	63%	7%	1%	2%
C) EMPLOYEE SEEMED CONCERNED ABOUT MY PROBLEM	27%	60%	8%	3%	3%
D) ASKED ADEQUATE QUESTIONS TO DETERMINE THE NATURE OF THE PROBLEM	25%	60%	12%	1%	2%
E) IF NOT AVAILABLE, CORRECT EMPLOYEE RETURNED MY CALL IN A REASONABLE AMOUNT OF TIME	20%	49%	7%	3%	21%
F) THE PROBLEM WAS ADEQUATELY RESOLVED BY EMPLOYEE RESPONDING	26%	57%	9%	4%	3%
G) FOLLOWUP FROM CITY TO ENSURE MY CONCERNS WERE ADDRESSED	21%	44%	15%	6%	13%
H) THE PEOPLE I WORKED WITH SHOWED PRIDE IN THE WORK THEY WERE DOING	26%	59%	11%	2%	3%

18. WHAT ONE SUGGESTION WOULD YOU MAKE TO IMPROVE THE OVERALL QUALITY OF SERVICE THAT THE CITY OF BRYAN OFFERS ITS RESIDENTS?

Improved customer service (37%), road improvements needed (24%), improved overall city services (14%)

19. AND WHAT SERVICE OR FACILITY WOULD YOU LIKE TO SEE THE CITY PROVIDE WHICH IT CURRENTLY DOES NOT?

Curbside recycling (30%), public transportation (12%), more recreational activities (9%), athletic complex/recreation center (9%)

20. YOU PAY TAXES TO SEVERAL ENTITIES. AS I READ EACH OF THEM, PLEASE TELL ME IF THE TAXES YOU PAY TO THEM ARE VERY HIGH, HIGH, ABOUT RIGHT, LOW OR VERY LOW?

	VH	H	AR	L	VL	NO
A) SCHOOL DISTRICT	10%	32%	37%	2%	1%	18%
B) CITY OF BRYAN	6%	26%	47%	3%	0%	17%
C) BRAZOS COUNTY	6%	24%	47%	3%	0%	19%

21. OUR NEXT FEW QUESTIONS DEAL WITH THE BRYAN CITY COUNCIL. HOW WOULD YOU RATE THE OVERALL PERFORMANCE OF THE CURRENT COUNCIL?

EXCELLENT . . . . .	5%
GOOD . . . . .	40%
FAIR . . . . .	32%
POOR . . . . .	10%
NO OPINION . . . . .	13%

22. PLEASE TELL ME HOW SATISFIED OR DISSATISFIED YOU ARE WITH THE WORK THE COUNCIL HAS DONE IN THE FOLLOWING AREAS? YOUR ANSWERS SHOULD BE VERY SATISFIED, SATISFIED, DISSATISFIED OR VERY DISSATISFIED.

	VS	S	D	VD	NO
A) WORKING AMONG THEMSELVES TO PROMOTE THE COMMUNITY	5%	61%	16%	4%	13%
B) ENCOURAGING ECONOMIC GROWTH	9%	58%	17%	2%	13%
C) MAINTAINING QUALITY OF LIFE	7%	69%	8%	2%	14%
D) DEVELOPING EFFECTIVE LAND USE REGULATIONS	5%	51%	15%	3%	26%
E) WORKING TO KEEP TAXES REASONABLE	3%	52%	22%	5%	17%
F) PLANNING FOR THE FUTURE NEEDS OF RESIDENTS	5%	59%	17%	1%	17%
G) MANAGING CITY FUNDS	4%	48%	21%	4%	23%
H) PROVIDING AN ADEQUATE FORUM FOR PUBLIC INPUT	4%	67%	12%	3%	14%

23. I'M GOING TO READ YOU A LIST OF ISSUES. PLEASE TELL ME WHICH ONE IS THE MOST IMPORTANT FOR BRYAN TO WORK ON DURING THE NEXT YEAR? (SECOND MOST?)

	MOST IMPORTANT	SECOND MOST
A) KEEPING TAXES FROM INCREASING	30%	19%
B) MAINTAINING EMPHASIS ON PUBLIC SAFETY	17%	15%
C) ENCOURAGING ECONOMIC DEVELOPMENT	21%	16%
D) IMPROVING CITY SERVICES	4%	10%
E) BEING MORE RESPONSIVE TO CITIZENS	8%	10%
F) IMPROVING QUALITY OF STREETS	20%	31%

24. PLEASE TELL ME HOW STRONGLY YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS . . . .

	SA	A	D	SD	NO
A) I AM SATISFIED WITH LIVING IN BRYAN	41%	54%	4%	1%	0%
B) I AM FRUSTRATED WITH HOW CITY GOVERNMENT WORKS IN BRYAN	6%	25%	58%	3%	7%
C) I DON'T FEEL I CAN EVER GET A STRAIGHT ANSWER FROM THE CITY IF I HAVE A PROBLEM	4%	16%	66%	4%	10%
D) WE HAVE AN EXCELLENT CITY WORKFORCE	11%	73%	9%	0%	7%
E) MY NEIGHBORHOOD RECEIVES SUFFICIENT CITY SERVICES	9%	70%	18%	1%	2%

25. AND HOW USEFUL OR NOT USEFUL ARE EACH OF THE FOLLOWING CITY SOURCES TO YOU IN FINDING OUT ABOUT WHAT'S GOING ON IN BRYAN. YOUR ANSWERS SHOULD BE VERY USEFUL, SOMEWHAT USEFUL, NOT VERY USEFUL OR NOT AT ALL USEFUL . . . .

	VU	SU	NU	NAU	NO
A) CABLE TELEVISION CHANNEL 16	12%	40%	16%	19%	12%
B) ANNUAL CITY BUDGET REPORT	7%	37%	20%	20%	16%
C) CITY STAFF	14%	55%	11%	8%	11%
D) CITY COUNCIL	10%	57%	15%	9%	10%
E) CITY WEB SITE	17%	34%	11%	17%	21%
F) TELEVISED CITY COUNCIL MEETINGS	13%	39%	18%	16%	14%

26. PLEASE TELL ME HOW STRONGLY YOU WOULD SUPPORT OR OPPOSE ALLOCATING ADDITIONAL CITY FUNDS FOR THE FOLLOWING . . . .

	SS	S	O	SO	NO
A) MAKING THE CITY WEB PAGE MORE INTERACTIVE	9%	47%	25%	4%	14%
B) IMPROVEMENTS IN PROGRAMMING TO THE CITY'S PUBLIC ACCESS CABLE CHANNEL	6%	47%	31%	3%	12%
C) REGULAR PUBLICATION OF CITY NEWSLETTERS AND MAIL PIECES	10%	62%	19%	3%	6%
D) EXPANDING TELEPHONE ACCESSIBLE INFORMATION RELATIVE TO VARIOUS CITY SERVICES	9%	57%	24%	2%	8%

27. HOW DO YOU GET INFORMATION ABOUT ACTIVITIES IN BRYAN?  
Newspapers (57%), television (17%), word of mouth (8%)

28. WHICH OF THE FOLLOWING SOURCES DO YOU UTILIZE TO GET INFORMATION ABOUT BRYAN? (CIRCLE ALL THAT APPLY)

LOCAL NEWSPAPERS . . .88%	KEY TO THE CITY . . . 7%	CITY WEBSITE . . .30%
LOCAL TV STATIONS . .80%	WORD OF MOUTH . . .78%	LIVING AND LEARNING
CITY CABLE CHANNEL . .44%	CITY COUNCIL . . .27%	NEWSLETTER . . .25%
RADIO . . . . .60%	CITY STAFF . . . .29%	OTHER _____ 3%
GET CONNECTED E-MAIL LISTSERV . . . . .7%		

- KEY TO THE CITY - ONLINE AND TELEPHONE BASED INFORMATION ACCESS TOOL OPERATED BY CITY.
- LIVING AND LEARNING NEWSLETTER - JOINT CITY/SCHOOL DISTRICT NEWSLETTER DISTRIBUTED IN THE EAGLE, THE BRYAN NEWSPAPER

29. AND WHICH OF THE FOLLOWING AGE GROUPS DO YOU COME UNDER?

UNDER 25 . . . . .	6%
26 - 35 YEARS . . . . .	15%
36 - 45 YEARS . . . . .	19%
46 - 55 YEARS . . . . .	19%
56 - 65 YEARS . . . . .	16%
OVER 65 YEARS . . . . .	25%
REFUSE TO ANSWER . . . . .	0%

30. DO YOU HAVE ANY CHILDREN LIVING IN BRYAN IN THE FOLLOWING AGE RANGES?

UNDER 6 . . . . .	15%
6 - 12 . . . . .	17%
13 - 18 . . . . .	16%
19 AND ABOVE . . . . .	26%
NO CHILDREN . . . . .	45%
REFUSE TO ANSWER . . . . .	1%

31. AND DO YOU OWN YOUR RESIDENCE OR DO YOU RENT?

OWN . . . . .	83%
RENT . . . . .	15%
REFUSE TO ANSWER . . . . .	1%

THAT'S THE END OF OUR SURVEY BUT COULD I CHECK TO SEE IF I DIALED THE CORRECT NUMBER. I DIALED \_\_\_\_\_. AND COULD I HAVE YOUR FIRST NAME, ONLY IN CASE MY SUPERVISOR HAS TO VERIFY THIS

INTERVIEW?\_\_\_\_\_.

CALLER INI.\_\_\_\_\_ SHEET NUMBER\_\_\_\_\_ ZIPCODE\_\_\_\_\_ SURVEY LENGTH\_\_\_\_\_